

## Mary Elizabeth Crowell

Director of Events

Atlanta

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### OVERVIEW

Mary Elizabeth leverages her experience in event planning and management to create and deliver impactful and memorable experiences for the firm's clients and employees. With more than 20 years in the industry, she has a proven track record in strategic planning, logistics coordination, vendor relations, contract negotiations and budgeting, as well as knack for creating engaging environments that foster networking and business growth. Internal and external clients have noted her organizational skills, attention to detail, and ability to manage multiple projects simultaneously.

Mary Elizabeth leads a team of professionals who plan more than 450 events annually, oversee the travel booking platform and negotiations and manage more than 7,600 firm ticket assets to develop and further client relations. Mary Elizabeth's innovative and strategic approach to event planning continues to enhance the firm's reputation, strengthen client relationships, and contribute to the firm's overall growth and success.

### PROFESSIONAL/COMMUNITY INVOLVEMENT

- Member, Meeting Professionals International, Georgia Chapter (2012-present)
- VP of Fundraising, Spalding Drive Elementary School Parent Teacher Organization (2023-present)

### EDUCATION AND CERTIFICATIONS

#### EDUCATION

- University of Georgia, M.P.A., 2008, public administration and policy, nonprofit management
- University of Georgia, B.A., *cum laude*, 2005, journalism, public relations, and sociology